

### **REMARKS**

Claims 1-6 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### **INFORMATION DISCLOSURE STATEMENT**

The Office Action indicates that Japanese references listed on the Information Disclosure Statement of November 26, 2003 were not considered because the translation documents were not provided. The Japanese references and the explanation of relevance, along with an Information Disclosure Statement, have been submitted concurrently herewith.

### **CLAIM OBJECTIONS**

Claims 7 and 8 stand objected to as being of improper dependent form. The objections are rendered moot by cancellation.

### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1-8 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Kodachi et al. (U.S. Pat. No. 6,142,875) in view of Okada et al. (U.S. Pub. No. 2002/0155891). With respect to Claims 7-8, the rejection is rendered moot by cancellation. With respect to Claims 1-6, the rejection is respectfully traversed.

Claim 1 recites a display control method comprising displaying a no win state display image, a first reach-state display image, a second reach-state display image,

and a win display image on a display portion of a game machine according to a predetermined production pattern in accordance with a result of a lot drawing by the game machine. Displaying the first reach-state display image includes displaying a first advertising image and a first numeral image each corresponding to a first reach-state of the game machine. The first advertising image and the first numeral image are displayed separately at different locations on the display portion of the game machine. Displaying the second reach-state display image includes displaying a second advertising image and a second numeral image each corresponding to a second reach-state of the game machine. The second reach-state of the game machine precedes a win state of the game machine. The second advertising image and the second numeral image are displayed separately at different locations on the display portion of the game machine. Displaying the win display image includes displaying a third advertising image and a third numeral image each corresponding to the win state of the game machine. The third advertising image and the third numeral image are displayed separately at different locations on the display portion of the game machine. Displaying the no win state display image includes displaying a fourth numeral image without displaying the advertising images. The fourth numeral image corresponds to a no win state of the game machine. The advertising images are displayed on the display portion according to the production pattern when at least one of the reach-state display image and the win display image is displayed. Displaying the second advertising image when the game machine is in the second reach-state allows a user of the game machine to forecast the win state, during the second reach-state, based on the display of the second advertising

image. Kodachi et al. and Okada et al. fail to teach or suggest the display control method recited by Claim 1.

In Kodachi et al., a game machine is described wherein a predictive display arrangement informs a player of the likelihood of the appearance of a specific symbol display state upon the stopping of the variation action of the symbols. Kodachi et al., Col. 2, Lines 17-22. A controller controls the predictive display arrangement so that the probability of the appearance of the specific symbol display state is changeable in conjunction with a change in the game responsive to the passage of time. Kodachi et al., Col. 2, Lines 30-34.

Kodachi et al. is silent as to a game machine having first and second reach states, with the second reach state preceding a win state of the game machine. Kodachi et al. is likewise silent as to the second reach state display image including a second advertising image such that displaying the second advertising image when the game machine is in the second reach-state allows a user of the game machine to forecast the win state based on the display of the second advertising image, as recited by Claim 1. As supported by paragraphs [0017] and [0049] of the present application, because the user can forecast the win state based on the advertising image during the reach state, the user can notice the advertising image sufficiently and securely.

Okada et al. describes an advertisement distribution system with servers and a terminal. Okada et al., Abstract. In Okada et al., terminals display advertisement information from the servers. Okada et al., Abstract. Okada et al., like Kodachi et al., is silent as to a game machine having first and second reach states, with the second reach state preceding a win state of the game machine. Okada et al. is also silent as to

the second reach state including a second advertising image such that displaying the second advertising image when the game machine is in the second reach-state allows a user of the game machine to forecast the win state based on the display of the second advertising image.

For these reasons, Kodachi et al. and Okada et al. do not teach each and every element of Claim 1. With regard to Claims 2-3, Applicant notes that each depends from Claim 1 which defines over Kodachi et al. and Okada et al. as discussed in detail above. Therefore, Claims 2-3 also define over Kodachi et al. and Okada et al. Reconsideration and withdrawal of the rejections are respectfully requested.

Claim 4 recites a display control device comprising a first memory for storing production pattern data concerning a production pattern of a display image, a second memory for storing display image data concerning the display image, and a controller for reading from the first memory production pattern data predetermined in accordance with a result of a lot drawing by a main controller for a game machine, reading the display image data from the second memory according to the production pattern defined by the production pattern data, and displaying a no win display image, a first reach-state display image, a second reach-state display image, and a win display image on a display device for the game machine based on the display image data. The display control device further comprises a third memory for storing advertising image data concerning advertising images. The controller displays the advertising images on the display device for the game machine. The advertising images are contained in the display image based on the advertising image data read from the third memory section according to the production pattern when at least one of the group consisting of the

reach-state display image and the win display image is displayed. The first reach-state display image includes a first advertising image from the advertising images and a first numeral image each corresponding to a first reach-state of the game machine, the first advertising image and the first numeral image are displayed separately at different locations on the display device. The second reach-state display image includes a second advertising image from the advertising images and a second numeral image each corresponding to a second reach-state of the game machine. The second reach-state of the game machine precedes a win state of the game machine and the second advertising image and the second numeral image are displayed separately at different locations on the display device. The win display image includes a third advertising image from the advertising images and a third numeral image each corresponding to a win state of the game machine. The third advertising image and the third numeral image are displayed separately at different locations on the display device. The no win display image includes a fourth numeral image without the advertising images. The no win image corresponds to a no win state of the game machine. The win state of the game machine is forecasted to occur by the display of the second advertising image during the second reach-state of the game machine.

As discussed above with respect to Claim 1, Kodachi et al. and Okada et al. are silent as to a game machine having first and second reach states, with the second reach state preceding a win state of the game machine. Kodachi et al. and Okada et al. Kodachi et al. are likewise silent as to the second reach state including a second advertising image such that the win state of the game machine is forecasted to occur by

the display of the second advertising image during the second reach-state of the game machine.

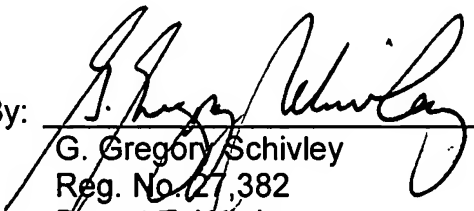
For these reasons, Kodachi et al. and Okada et al. do not teach each and every element of Claim 4. With regard to Claims 5-6, Applicant notes that each depends from Claim 4 which defines over Kodachi et al. and Okada et al. as discussed in detail above. Therefore, Claims 5-6 also define over Kodachi et al. and Okada et al. Reconsideration and withdrawal of the rejections are respectfully requested.

#### CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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